



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Buyer HANLEN,LINDSAY
Salesperson Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 633316
Inv Date 9/30/2012
Terms Net 30
Contract 320380
Bill Type Standard
Period 8/27/2012 - 9/30/2012

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

AgM

Product Political - State Candidate (1071)
Brand 907916 GOV (132169)
Acct Types National/Political
Est/Headline 907916/06221183
Demo
Revision
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 3:04:26PM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.2	Contract Line Remarks:		20/20						
	Spot	10:00:00PM-11:00:00PM	Day,F-1	09/07/12 10:34PM (Fr)	00:30	20/20	PM12113TH	\$2500.00	
	Spot	10:00:00PM-11:00:00PM	Day,F-1	09/14/12 10:48PM (Fr)	00:30	20/20	PM12106TH	\$2500.00	
2.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,F-1	09/07/12 12:39PM (Fr)	00:30	EYEWITNESS NEWS 12P	PM12113TH	\$245.00	
3.2	Contract Line Remarks:		DR OZ						
	Spot	4:00:00PM-5:00:00PM	Day,F-1	09/07/12 4:29PM (Fr)	00:30	DR. OZ SHOW	PM12113TH	\$600.00	
	Spot	4:00:00PM-5:00:00PM	Day,F-1	09/14/12 4:19PM (Fr)	00:30	DR. OZ SHOW	PM12106TH	\$600.00	
4.1	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM-6:30:00PM	Day,F-1	09/07/12 6:13PM (Fr)	00:30	EYEWITNESS NEWS 6P	PM12113TH	\$900.00	
5.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM-6:30:00AM	Day,F-1	09/07/12 6:08AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12113TH	\$750.00	
	Spot	6:00:00AM-6:30:00AM	Day,F-1	09/14/12 6:09AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$750.00	
6.1	Contract Line Remarks:		GMA						
	Spot	7:00:00AM-8:00:00AM	Day,F-1	09/07/12 7:28AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	PM12113TH	\$700.00	
7.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,M-1	09/10/12 12:21PM (Mo)	00:30	EYEWITNESS NEWS 12P	PM12113TH	\$245.00	
8.2	Contract Line Remarks:		DR OZ						
	Spot	4:00:00PM-5:00:00PM	Day,M-1	09/10/12 4:40PM (Mo)	00:30	DR. OZ SHOW	PM12113TH	\$600.00	
9.1	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM-6:30:00PM	Day,M-1	09/10/12 6:27PM (Mo)	00:30	EYEWITNESS NEWS 6P	PM12113TH	\$900.00	
10.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM-7:00:00AM	Day,M-1	09/10/12 5:59AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12113TH	\$750.00	
11.2	Contract Line Remarks:		6P NEWS SUNDAY						
	Spot	6:00:00PM-6:30:00PM	Day,Su-1	09/09/12 6:28PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	PM12113TH	\$925.00	
12.2	Contract Line Remarks:		NIGHTLINE						
	Spot	11:35:00PM-12:05:00AM	Day,Th-1	09/13/12 11:35PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	PM12106TH	\$375.00	
13.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,Th-1	09/13/12 12:51PM (Th)	00:30	EYEWITNESS NEWS 12P	PM12106TH	\$245.00	
14.2	Contract Line Remarks:		DR OZ						
	Spot	4:00:00PM-5:00:00PM	Day,Th-1	09/13/12 4:29PM (Th)	00:30	DR. OZ SHOW	PM12106TH	\$600.00	
15.1	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM-6:30:00PM	Day,Th-1	09/13/12 6:22PM (Th)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$900.00	
16.1	Contract Line Remarks:		GMA						
	Spot	7:00:00AM-8:00:00AM	Day,Th-1	09/13/12 7:59AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$700.00	
20.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,W-1	09/12/12 12:44PM (We)	00:30	EYEWITNESS NEWS 12P	PM12106TH	\$245.00	
21.2	Contract Line Remarks:		DR OZ						
	Spot	4:00:00PM-5:00:00PM	Day,W-1	09/12/12 4:25PM (We)	00:30	DR. OZ SHOW	PM12106TH	\$600.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
22.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM- 6:30:00AM	Day,W-1	09/12/12 6:12AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$750.00	
23.2	Spot	10:00:00AM-11:00:00AM	Day,F-1	09/14/12 10:12AM (Fr)	00:30	KATIE COURIC	PM12106TH	\$245.00	
24.3	Contract Line Remarks:		CHEW						
	Spot	1:00:00PM- 2:00:00PM	Day,F-1	09/14/12 1:30PM (Fr)	00:30	The Chew	PM12106TH	\$265.00	
25.2	Spot	5:30:00AM- 6:00:00AM	Day,F-1	09/14/12 5:29AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$375.00	
26.1	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day,F-1	09/14/12 6:27PM (Fr)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$900.00	
27.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM- 7:00:00AM	Day,F-1	09/14/12 6:54AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$750.00	
28.1	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,F-1	09/14/12 7:29AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$700.00	
29.2	Contract Line Remarks:		NIGHTLINE						
	Spot	11:35:00PM-12:05:00AM	Day,M-1	09/10/12 11:57PM (Mo)	00:30	Nightline	PM12113TH	\$375.00	
30.2	Spot	5:30:00AM- 6:00:00AM	Day,M-1	09/10/12 5:42AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12113TH	\$375.00	
31.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,M-1	09/10/12 7:28AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12113TH	\$700.00	
32.3	Spot	11:30:00PM-12:05:00AM	Day,Sa-1	09/15/12 12:09AM (Sa)	00:30	EYEWITNESS NEWS 11P M-SU	PM12106TH	\$600.00	
33.2	Spot	11:00:00PM-11:35:00PM	Day,Su-1	09/16/12 11:28PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	PM12106TH	\$850.00	
34.2	Spot	10:00:00AM-11:00:00AM	Day,Th-1	09/13/12 10:33AM (Th)	00:30	KATIE COURIC	PM12106TH	\$245.00	
35.2	Spot	5:30:00AM- 6:00:00AM	Day,Th-1	09/13/12 5:52AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$375.00	
36.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM- 6:30:00AM	Day,Th-1	09/13/12 6:07AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$750.00	
40.2	Contract Line Remarks:		NIGHTLINE						
	Spot	11:35:00PM-12:05:00AM	Day,W-1	09/12/12 11:57PM (We)	00:30	Nightline	PM12106TH	\$375.00	
41.2	Spot	5:30:00AM- 6:00:00AM	Day,W-1	09/12/12 5:42AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$375.00	
42.1	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day,W-1	09/12/12 6:22PM (We)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$900.00	
43.1	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,W-1	09/12/12 7:27AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$700.00	
45.0	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:30:00AM- 7:00:00AM	Day,F-1	09/07/12 6:43AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12113TH	\$750.00	
46.0	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:30:00AM- 7:00:00AM	Day,M-1,W-1,Th-1,F-1	09/10/12 6:28AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12113TH	\$750.00	
	Spot	6:30:00AM- 7:00:00AM	Day,M-1,W-1,Th-1,F-1	09/12/12 6:29AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$750.00	
	Spot	6:30:00AM- 7:00:00AM	Day,M-1,W-1,Th-1,F-1	09/13/12 6:42AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$750.00	
	Spot	6:30:00AM- 7:00:00AM	Day,M-1,W-1,Th-1,F-1	09/14/12 6:27AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$750.00	
47.0	Contract Line Remarks:		GMA						
	Spot	8:00:00AM- 9:00:00AM	Day,F-1	09/07/12 8:43AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12113TH	\$600.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
48.0	Contract Line Remarks:		GMA						
	Spot	8:00:00AM- 9:00:00AM	Day, M-1, W-1, Th-1, F-1	09/10/12 8:52AM (Mo)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12113TH	\$600.00	
	Spot	8:00:00AM- 9:00:00AM	Day, M-1, W-1, Th-1, F-1	09/12/12 8:46AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12106TH	\$600.00	
	Spot	8:00:00AM- 9:00:00AM	Day, M-1, W-1, Th-1, F-1	09/13/12 8:54AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12106TH	\$600.00	
	Spot	8:00:00AM- 9:00:00AM	Day, M-1, W-1, Th-1, F-1	09/14/12 8:38AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12106TH	\$600.00	
49.0	Contract Line Remarks:		6P NEWS						
	Spot	5:00:00PM- 5:30:00PM	Day, F-1	09/07/12 5:27PM (Fr)	00:30	EYEWITNESS NEWS 5P	PM12113TH	\$700.00	
50.0	Contract Line Remarks:		6P NEWS						
	Spot	5:00:00PM- 5:30:00PM	Day, M-1, W-1, Th-1, F-1	09/10/12 5:28PM (Mo)	00:30	EYEWITNESS NEWS 5P	PM12113TH	\$700.00	
	Spot	5:00:00PM- 5:30:00PM	Day, M-1, W-1, Th-1, F-1	09/12/12 5:28PM (We)	00:30	EYEWITNESS NEWS 5P	PM12106TH	\$700.00	
	Spot	5:00:00PM- 5:30:00PM	Day, M-1, W-1, Th-1, F-1	09/13/12 5:28PM (Th)	00:30	EYEWITNESS NEWS 5P	PM12106TH	\$700.00	
	Spot	5:00:00PM- 5:30:00PM	Day, M-1, W-1, Th-1, F-1	09/14/12 5:24PM (Fr)	00:30	EYEWITNESS NEWS 5P	PM12106TH	\$700.00	
51.0	Contract Line Remarks:		6P NEWS						
	Spot	5:30:00PM- 6:00:00PM	Day, M-1, W-1, Th-1, F-1	09/10/12 5:52PM (Mo)	00:30	EYEWITNESS NEWS 530P	PM12113TH	\$750.00	
	Spot	5:30:00PM- 6:00:00PM	Day, M-1, W-1, Th-1, F-1	09/12/12 5:54PM (We)	00:30	EYEWITNESS NEWS 530P	PM12106TH	\$750.00	
	Spot	5:30:00PM- 6:00:00PM	Day, M-1, W-1, Th-1, F-1	09/13/12 5:57PM (Th)	00:30	EYEWITNESS NEWS 530P	PM12106TH	\$750.00	
	Spot	5:30:00PM- 6:00:00PM	Day, M-1, W-1, Th-1, F-1	09/14/12 5:43PM (Fr)	00:30	EYEWITNESS NEWS 530P	PM12106TH	\$750.00	
52.0	Contract Line Remarks:		6P NEWS						
	Spot	5:30:00PM- 6:00:00PM	Day, F-1	09/07/12 5:52PM (Fr)	00:30	EYEWITNESS NEWS 530P	PM12113TH	\$750.00	
53.0	Contract Line Remarks:		6P NEWS						
	Spot	11:00:00PM-11:35:00PM	Day, F-1	09/07/12 11:21PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	PM12113TH	\$750.00	
54.0	Contract Line Remarks:		6P NEWS						
	Spot	11:00:00PM-11:35:00PM	Day, M-1, W-1, Th-1, F-1	09/10/12 11:31PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	PM12113TH	\$750.00	
	Spot	11:00:00PM-11:35:00PM	Day, M-1, W-1, Th-1, F-1	09/12/12 11:26PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	PM12106TH	\$750.00	
	Spot	11:00:00PM-11:35:00PM	Day, M-1, W-1, Th-1, F-1	09/13/12 11:26PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	PM12106TH	\$750.00	
	Spot	11:00:00PM-11:35:00PM	Day, M-1, W-1, Th-1, F-1	09/14/12 11:22PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	PM12106TH	\$750.00	
55.0	Contract Line Remarks:		6P NEWS						
	Spot	12:00:00PM- 1:00:00PM	Per week (3), Mo, We	09/10/12 12:51PM (Mo)	00:30	EYEWITNESS NEWS 12P	PM12113TH	\$245.00	
	Spot	12:00:00PM- 1:00:00PM	Per week (3), Mo, We	09/12/12 12:13PM (We)	00:30	EYEWITNESS NEWS 12P	PM12106TH	\$245.00	
	Spot	12:00:00PM- 1:00:00PM	Per week (3), Mo, We	09/12/12 12:58PM (We)	00:30	EYEWITNESS NEWS 12P	PM12106TH	\$245.00	
56.0	Spot	6:00:00AM- 7:00:00AM	Per week (1), Sa	09/08/12 6:55AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 6A	PM12113TH	\$225.00	
57.0	Spot	7:00:00AM- 8:00:00AM	Per week (1), Sa	09/08/12 7:28AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	PM12113TH	\$225.00	
58.0	Spot	8:00:00AM- 9:00:00AM	Per week (1), Sa	09/08/12 7:59AM (Sa)	00:30	Good Morning America Saturday	PM12113TH	\$400.00	
59.0	Spot	8:00:00PM- 9:00:00PM	Per week (1), Th	09/13/12 7:59PM (Th)	00:30	8PM WIPEOUT	PM12106TH	\$2325.00	
60.0	Spot			09/24/12			1 preempt @\$0.00	\$0.00	No Avail
61.0	Spot	9:00:00PM-10:00:00PM	Per week (1), Th	09/27/12 9:21PM (Th)	00:30	GREY'S ANATOMY	PM12117TH	\$6500.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$55,395.00	Total Spots	73
Commission	(\$8,309.25)		
Net Total	\$47,085.75		